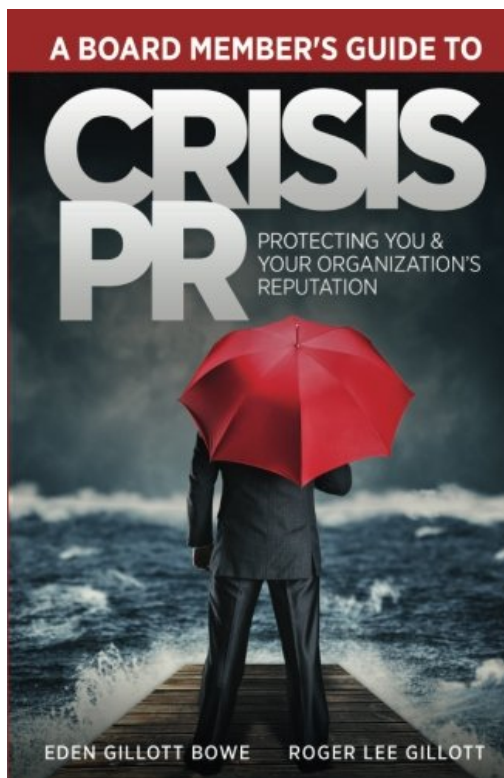


Ebook Download A Board Member s Guide to Crisis PR: Protecting You Your Organization s Reputation Read Online



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Book Synopsis

Ever do something you immediately regretted? Wish you could take back those words you just blurted out? This brief and practical book will show you how to use effective crisis communications to become more valuable to your organization, the community you serve, and the rest of your Board. In addition to understanding the challenges of dealing with the media and the public, it will teach you steps to prevent or mitigate damage to your reputation and your organization's. Don't wait until you're in the public's crosshairs to figure out an effective strategy. You need to know beforehand what works and what doesn't. A Board Member's Guide to Crisis PR answers the questions you've been afraid to ask: - How Did We Get Into This Mess? - Can This Be Fixed? - Are You the Right Person to Fix This? - How Fast Can You Fix This? - How Should I Respond? - Can I Simply Ignore Them? - What Are My Options? - How do I Control a 24-Hour Cycle? - What Do You Need to Know? - Expect the Worst. Prepare for It. What's stopping you from turning an embarrassing or reputation damaging crisis into yesterday's news? Scroll to the top and click the "buy now" button.